

## WHAT IS THE ECONOMIC CENSUS?

The Economic Census is the U.S. government's official 5-year measure of American businesses and the economy.

It provides the most comprehensive data available at the national, state, and local level, representing all industries and geographies.

Response is due by March 15, 2023 and is required by law.

### FOR MORE INFORMATION, VISIT:

[Census.gov/econ](https://census.gov/econ)

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Thank you for  
your response.

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Your response  
makes a  
difference.





## U.S. Census Bureau Economic Surveys

The Census Bureau conducts more than 30 economic surveys each year, providing official statistics companies can use:

- Monthly and quarterly surveys have smaller samples and provide the most timely data available.
- Annual surveys have larger samples and provide the most up-to-date trend data available.
- Every 5 years, the Economic Census measures all businesses and provides the most comprehensive data available.

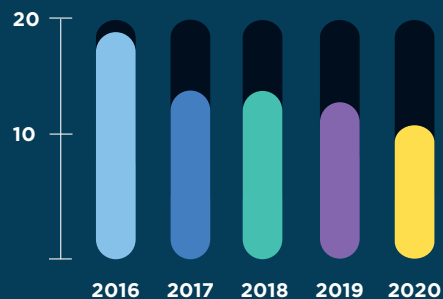
# MEET LINDA

## MEET LINDA

Linda used Census Bureau data to help find the best location for her new bakery — statistics made possible by your response to Census economic surveys.



### Local Business Profile Bakeries — Franklin County, Ohio Average employment per employer



**28**

Total # employer establishments (2020)

**\$26K**

Average payroll per employee (2020)



Source: Census Business Builder Local Business Profile, [cbb.census.gov/sbe](http://cbb.census.gov/sbe)